



Claims 1-12. (cancelled)

Claim 13. (Currently amended) A computer-implemented method for promotion of products within an electronic game or simulation, comprising the steps of:
receiving at least one input from a player, whereby the player is identified;
displaying at least one graphical object ~~identifying~~ corresponding to a promoted product;
displaying at least one visual effect with respect to the graphical object, whereby the promoted product is brought to the attention of the player by the visual effect;
wherein the promoted product has a label or tag that identifies a brand; and
in response to at least one action being performed by the player, the promoted product is selected by the player and ~~modifying an operational parameter of the electronic game~~ is modified; ~~and wherein the operational parameter is capable of enhancing the performance of the player.~~

Claim 14. (Currently amended) The method of claim 13 wherein the operational parameter is the player's speed ~~of the player is enhanced.~~

Claim 15. (Currently amended) The method of claim 13 wherein the operational parameter is the player's power ~~of the player is enhanced.~~

Claim 16. (Currently amended) The method of claim 13 wherein the operational parameter is the player's dexterity ~~of the player is enhanced.~~

Claim 17. (Currently amended) The method of claim 13 wherein the operational parameter is the player's ~~the endurance of the player is enhanced.~~

Claim 18. (Currently amended) The method of claim 13 wherein ~~the promoted product selected by the is a good~~ the method comprises the additional step of recording and transmitting data relating to the promoted product selected by the player to a remote computer.

Claim 19. (Currently amended) The method of claim 13 wherein ~~the promoted product selected by the is a service~~ the method comprises the additional step of recording and transmitting data relating to the player to a remote computer.



Claims 20 - 24. (Canceled)

Claim 25. (Currently amended) A computer system comprising:

at least one a-display and at least one input device;

at least one processor in communication with the display;

at least one storage medium in communication with the processor;

wherein the processor operates ~~at least a~~ promotion engine based ~~at least~~ in part on instructions stored on the storage medium;

wherein the promotion engine conducts at least one promotion; ~~wherein the promotion whereby during play of a game or simulation at least one graphical object corresponding to a promoted product includes displaying at least one promoted product is displayed on the display;~~ and

wherein the input device is capable of receiving input from a player in response to the promotion in response to at least one action being performed by the player, whereby the computer system is capable of determining that the input from the player indicates that the player selected the promoted product and of modifying the instructions with respect to at least one operating parameter.

Claims 26-27. (Canceled)

Claim 28. (Currently amended) The system of claim 25 wherein the promotion engine conducts at least one promotion before a player commences play of a computer game or simulation.

Claim 29. (Currently amended) The system of claim 25 wherein the promotion engine conducts at least one promotion after a player completes play of a computer game or simulation.

Claims 30-31. (Canceled)